

ORDER

**WOOD**

Orders
Order / Rev: 185167
Alt Order #: 6828172
Product Desc: order
Estimate: 813819
Flight Dates: 08/13/12 - 08/19/12
Original Date / Rev: 06/21/12 / 08/10/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: Smart Media Group
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Detroit International Bridge
Demographic: A35+
Product Codes: PL2
Priority: P2
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN10086/SP6681/TO1332/MO1041

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/19/12	23	\$8,100.00	\$6,885.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	23	\$8,100.00	\$6,885.00	0.00
Totals	23	\$8,100.00	\$6,885.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOOD	30%	\$8,100.00
Market	100%	\$27,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	30%	\$8,100.00
WXMI	10%	\$2,700.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	30%	\$8,100.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	08/13/12	08/13/12	Noon News	CM	12-1p	M-----	:15/:15	1	\$450.00	P2	0.00	BK	1	\$450.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 M----- 1 \$450.00 0.00															
E 2	WOOD	08/14/12	08/14/12		CM	12-1p	-T-----	:15/:15	1	\$450.00	P2	0.00	BK	1	\$450.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Noon News News 8 @ Noon NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$450.00 0.00														
E 3	WOOD	08/15/12	08/15/12	Noon News News 8 @ Noon	CM	12-1p --W----	:15/:15	1	\$450.00	P2	0.00	BK	1	\$450.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 --W---- 1 \$450.00 0.00														
E 4	WOOD	08/16/12	08/16/12	Noon News News 8 @ Noon	CM	12-1p ---T---	:15/:15	1	\$450.00	P2	0.00	BK	1	\$450.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 ---T--- 1 \$450.00 0.00														
E 5	WOOD	08/14/12	08/14/12	M-F 3-4p The Doctors	CM	3-4p -T-----	:15/:15	1	\$100.00	P4	0.00	BK	1	\$100.00
DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$100.00 0.00														
E 6	WOOD	08/15/12	08/15/12	M-F 3-4p The Doctors	CM	3-4p --W----	:15/:15	1	\$100.00	P4	0.00	BK	1	\$100.00
DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 --W---- 1 \$100.00 0.00														
E 7	WOOD	08/16/12	08/16/12	M-F 3-4p The Doctors	CM	3-4p ---T---	:15/:15	1	\$100.00	P4	0.00	BK	1	\$100.00
DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 ---T--- 1 \$100.00 0.00														
E 8	WOOD	08/17/12	08/17/12	M-F 3-4p The Doctors	CM	3-4p ----F--	:15/:15	1	\$100.00	P4	0.00	BK	1	\$100.00
DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 ----F-- 1 \$100.00 0.00														
E 9	WOOD	08/13/12	08/13/12	5am Daybreak 5am Daybreak	CM	5a-6am M-----	:15/:15	1	\$200.00	P3	0.00	BK	1	\$200.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 M----- 1 \$200.00 0.00														
E 10	WOOD	08/14/12	08/14/12	5am Daybreak 5am Daybreak	CM	5a-6am -T-----	:15/:15	1	\$200.00	P3	0.00	BK	1	\$200.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 -T----- 1 \$200.00 0.00														
E 11	WOOD	08/15/12	08/15/12	5am Daybreak 5am Daybreak	CM	5a-6am --W----	:15/:15	1	\$200.00	P3	0.00	BK	1	\$200.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 --W---- 1 \$200.00 0.00														
E 12	WOOD	08/16/12	08/16/12	5am Daybreak 5am Daybreak	CM	5a-6am ---T---	:15/:15	1	\$200.00	P3	0.00	BK	1	\$200.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 ---T--- 1 \$200.00 0.00														
E 13	WOOD	08/17/12	08/17/12	5am Daybreak 5am Daybreak	CM	5a-6am ----F--	:15/:15	1	\$200.00	P3	0.00	BK	1	\$200.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12 08/19/12 ----F-- 1 \$200.00 0.00														
E 14	WOOD	08/13/12	08/13/12		CM	6-7a M-----	:15/:15	1	\$475.00	P4	0.00	BK	1	\$475.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				6am Daybreak										
				6am Daybreak										
				NEWS8-DAYBREAK										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	M-----				1	\$475.00		0.00			
E 15	WOOD	08/15/12	08/15/12	6am Daybreak	CM	6-7a --W----	:15/:15	1	\$475.00	P4	0.00	BK	1	\$475.00
				6am Daybreak										
				NEWS8-DAYBREAK										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	--W----				1	\$475.00		0.00			
E 16	WOOD	08/16/12	08/16/12	6am Daybreak	CM	6-7a ---T---	:15/:15	1	\$475.00	P4	0.00	BK	1	\$475.00
				6am Daybreak										
				NEWS8-DAYBREAK										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	---T---				1	\$475.00		0.00			
E 17	WOOD	08/19/12	08/19/12	Daybreak Sun @6am	CM	6-7a -----S	:15/:15	1	\$175.00	P3	0.00	BK	1	\$175.00
				Daybreak Sun @6am										
				SU DAYBREAK										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S				1	\$175.00		0.00			
E 18	WOOD	08/19/12	08/19/12	Today Show Su	CM	758-9a -----S	:15/:15	1	\$650.00	P4	0.00	BK	1	\$650.00
				Today Show Sunday										
				TODAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S				1	\$650.00		0.00			
E 19	WOOD	08/14/12	08/14/12	Tonight Show/Jay Leno	CM	1135-1235a -T-----	:15/:15	1	\$350.00	P4	0.00	BK	1	\$350.00
				Tonight Show w/ Leno										
				TONIGHT SHOW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-T-----				1	\$350.00		0.00			
E 20	WOOD	08/15/12	08/15/12	Tonight Show/Jay Leno	CM	1135-1235a --W----	:15/:15	1	\$350.00	P4	0.00	BK	1	\$350.00
				Tonight Show w/ Leno										
				TONIGHT SHOW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	--W----				1	\$350.00		0.00			
E 21	WOOD	08/16/12	08/16/12	Tonight Show/Jay Leno	CM	1135-1235a ---T---	:15/:15	1	\$350.00	P4	0.00	BK	1	\$350.00
				Tonight Show w/ Leno										
				TONIGHT SHOW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	---T---				1	\$350.00		0.00			
E 22	WOOD	08/13/12	08/13/12	LN M-F	CM	11-1135p M-----	:15/:15	1	\$750.00	P4	0.00	BK	1	\$750.00
				M-F News 8 @ 11										
				NEWS 8 AT 11PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	M-----				1	\$750.00		0.00			
E 23	WOOD	08/14/12	08/14/12	Tue Hour 3	CM	10-11p -T-----	:15/:15	1	\$850.00	P4	0.00	BK	1	\$850.00
				Tuesday 10-11p										
				LOVE IN THE WILD										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-T-----				1	\$850.00		0.00			
												Totals	23	\$8,100.00